



CORPORATION OF THE CITY OF VERNON

TOURISM COMMISSION MEETING

SEPTEMBER 18, 2024, AT 3:30 PM

OKANAGAN LAKE ROOM (COUNCIL CHAMBER)

A G E N D A

1) **CALL TO ORDER**

2) **LAND ACKNOWLEDGEMENT**

As chair of the City of Vernon's Tourism Commission, and in the spirit of this gathering, I recognize the City of Vernon is located in the traditional territory of the Syilx people of the Okanagan Nation.

3) **ADOPTION OF AGENDA**

4) **ADOPTION OF MINUTES**

a) July 18, 2024 (attached)

5) **UNFINISHED BUSINESS**

6) **NEW BUSINESS**

1. Manager's Update
2. Roundtable Discussion

7) **NEXT MEETING**

The next meeting of the Tourism Commission is scheduled for **October 23, 2024**.

8) **ADJOURNMENT**



THE CORPORATION OF THE CITY OF VERNON

MINUTES OF THE TOURISM COMMISSION MEETING

HELD JULY 18, 2024 AT 3:30 PM

OKANAGAN LAKE ROOM (COUNCIL CHAMBER)

PRESENT: Ben Suranko, Biking
Janine Collard, Attractions Rep.
Rebecca Barton, Arts & Culture Rep.
Kris Fuller, Sports & Events Rep.
Peter Kaz, Downtown Vernon Association Rep.
Councillor Durning, Council Appointed
Jessica Dowswell, Accommodation Provider Rep.
Mayor Cumming
Clara Snedden, Accommodation Provider Rep., Chair
Dan Proulx, Greater Vernon Chamber of Commerce Rep.

GUESTS:

Josh Welter, SCSNO

ABSENT: Claus Larsen, Accommodation Provider Rep.
Cassandra Zerebeski, Ski Rep.
Mike Van Horne, Golf Rep.
Shawna Patenaude, Arts & Culture Rep.
Gerran Thorhaugh, Restaurant Rep.
Tim Isaac, Okanagan Indian Band Rep.
Ian Jenkins, Silverstar Mountain Resort Rep.

STAFF: Torrie Silverthorn, Manager, Tourism
Hannah Lucich, Tourism Marketing Coordinator
Karen Savill, Visitor Services Coordinator
Gemma Patterson, Administrative Assistant
Kathy Stogneff, Secretary I/Receptionist
Jennifer Pounder, Records/Committee Clerk

ORDER

The meeting was called to order at 3:33 p.m.

**LAND
ACKNOWLEDGEMENT**

As Chair of the City of Vernon's Tourism Commission, and in the spirit of this gathering, I recognize the City of Vernon is located in the traditional territory of the Syilx people of the Okanagan Nation.

ADOPTION OF THE AGENDA

Moved by D. Proulx, seconded by Councillor Durning:

THAT the agenda of the July 18, 2024 Tourism Commission meeting be adopted.

CARRIED

ADOPTION OF THE MINUTES

Moved by K. Fuller, seconded by J. Dowswell:

THAT the minutes of the May 15, 2024 Tourism Commission meeting be adopted.

CARRIED

UNFINISHED BUSINESS:

NEW BUSINESS:

MANAGERS UPDATE

T. Silverthorn, Manager, Tourism provided the Commission with an update of recent activity, including the following:

- Instead of 8:00 a.m., future Commission meetings will be held at 3:30 p.m.
- Gemma Patterson, Administrative Assistant was introduced to the Commission.
- A Memorandum of Understanding was recently signed with the Regional District of North Okanagan for cost sharing for the Greater Vernon online interactive trails map. Tourism Vernon will now be hosting and updating this map.
- Mayor Cumming reported that he had a meeting with Minister Ma, Emergency Management and Climate Readiness.
- The Commission members discussed their concerns regarding August and the low tourism numbers predicted. It was noted that:
 - The Restaurant Association of BC announced a 27% decrease in sales, and
 - Kelowna is currently doing the best and it is attributed to group business. Secured one year in advance with a signed contract and no cancellations.

MARKETING UPDATE

H. Lucich provided the Commission with a marketing update.

**CO-OP MARKETING
RECOMMENDATIONS**

K. Savill presented the Commission with the list and recommendations for Intake Period #2.

Moved by K. Fuller, seconded by D. Proulx:

THAT the Tourism Commission supports the funding allocation for Tourism Vernon’s Co-op Marketing Program, Intake Period Two(2), as follows:

| Business | Receive |
|----------------------------------|--------------------|
| Bush Babes & Bro's Trail Running | \$ 1,500.00 |
| Caetani Centre | \$ 2,500.00 |
| Cedar Falls Campground | \$ 500.00 |
| Creative Chaos | \$ 1,900.00 |
| Local Losers | \$ 2,100.00 |
| Okanagan Skydive | \$ 4,000.00 |
| Okanagan Spirits | \$ 10,000.00 |
| O'Keefe Ranch | \$ 850.00 |
| Sip Happens Wine Tours | \$ 2,500.00 |
| Sparkling Hill Resort | \$ 10,000.00 |
| Swan Lake Market & Garden | \$ 2,000.00 |
| The Outback | \$ 10,000.00 |
| The Perch Winery | \$ 1,400.00 |
| Vernon Community Arts Centre | \$ 500.00 |
| Vernon Pride Society | \$ 950.00 |
| Vernon Public Art Gallery | \$ 900.00 |
| Vernon Winter Carnival | \$ 3,700.00 |
| Total | \$55,300.00 |

CARRIED.

INFORMATION ITEMS:

NEXT MEETING

The next meeting for the Tourism Commission is set for September 18, 2024 at 3:30 p.m.

ADJOURNMENT

The meeting of the Tourism Commission adjourned at 4:26 p.m.

CERTIFIED CORRECT:

_____ Chair